# THE NEWS OF NORFOLK ON PAGES 2, 3, 5, 6 AND 7.

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That is just what we asked ourselves when we were planning to add a hat department. Our good sense told us that we would have to do better for you than others to get your trade and we have!

And just what we started out to do 15 dozen Soft and Stiff Hats, special

all day Monday, only \$1.00. stead we have succeeded—and succeeded wonderfully. But why shouldn't we so long as we are serving you so

# Why buy Hats here? | Magnitude Means Mastery! | Underwear at a Bargain!



## Laws of Trade, Like all other Laws, are---

-sure to work out certain results. Their development here at "THE HUB" is expressed in these three phrases: Buying so largely buys lowest—low selling adds customers—large dealing with manufactures insures price-advantage. "THE HUB'S" guarantees accompanies all transactions. Whether customers know the right prices or not. they are sure not to overpay for anything, and whenever for any reason competition names lower-than-usual prices, reductions to the lowest point are immediately made here.

There is safety and satisfaction in dealing with this steady going store—buying from a constantly replenishing



## How do you figure it?

If you'll take value into consideration you'll find our suits and topcoats "right-priced." close your eyes to quality you may think you are buying cheaper because you are buying somewhere else and paying less. Don't be short-sighted on the most important point in clothing buying. You know if a suit of clothes or a topcoat wears longer and looks well longer than another one that it is better in quality and worth more.

"THE HUB" makes its own clothing-every garment. The making is under the personal supervision of one of the members of the firm. From the start to finish his watchful eye is on the workmanship. Other clothers may tell you that that's unnecessary, but you know better. We wont

guarantee what we are not sure is right and we could not guarantee our clothing if we did not know what goes into each garment. Ready-made in this store means ready to wear-the materials,

the fit, the making, the fashion, the finish and everything else cannot be bettered. See our suits and topcoats at

\$7.50, \$10, \$12.50, \$15, \$18, \$20 and \$25

Sherwood School of Music. Sample copy 15 cents, of the White City Art Company, Chicago, Ili.

We have received from the publishers, Frederick A. Stokes Company, New York, the following new books, which are now being sold by the Nusbaum Book and News Company, at special cut prices:

"LETITIA BERKELEY, A. M."

"The \$100 Prize Offer to Embroidery and Lace Workers," an excellent page of "Holly and Mistletoe Designs," of which perforated patterns are furnished; "What Marriage Means," "Is It Wrong to Flirt?" All the usual departments. Published at 21 Union Square, New York City. Price: 5 cents a copy, 50 cents a year.

## The big bulk of the boys' clothing trade

is here as a natural consequence—for we have the big bulk of the worth-having stock. We have gathered trade with quality. We have found a big clientage who appreciate value above everything else. We don't compete with anybody and nobody competes with us and "THE HUB" is distinctively the best clothing store in Norfolk because its values are the best.



\$1.50 for \$2.50

in nobby Fall tee suits for 3 to and fancy cassiyears, truly \$2.50 values.

\$1.95 for \$3.50

Boys' Extra Durable Suits, some handsome braided strictly all wool 69c, for Boys' and trimmed ves- tweeds, cheviots Knee Pants--

50c for All-Wool Knee Pants -the popular and in-

destructible make, with double seats and knees; in hunmixtures, 4 to 16 with double seats dreds of different year sizes, and and double knees, patterns; 75c values

> meres, extremely for Sawyer's celenobby styles and brated Cheviots patterns; others and cassimers, plain charge \$3 and or sancy mixtures; they'll sell universally at \$1.50.

> > NORFOLK, VA.

## TREET, MAIN STREET,

Umstadter-Myers Comp'y

Two Great Special Bargains!

CARPETS, RUGS AND FURNITURE.

We will continue our special sale of Real ORIENTIAL RUGS. While have sold a fair number we have still a good assortment left. They are in Daghestan, Carabaghe, Bokaras and Antique Persian, ringing from \$12.50 to \$45. Persian and Camels Hair Hallway range \$25 to \$68. Turkish and Persian Carpots full size for rooms, \$2.10 to \$3.41.

These are special purchases from a large importer, and are offered by us at fully

ONE-THIRD LESS THAN THE REGULAR WHOLESALE VALUE.

WE HAVE BOUGHT A MANUFACTURER'S ENTIRE STOCK OF COUCHES AND LOUNGES.

It being A TEN TIMES LARGER STOCK than is usually bought to retail. We offer them at the following prices:

Couches covered with nice Corduroy and Velour, usually sold for \$10. Our price, \$6.50.

BON COUCHES—Cretonne covered, with springs, nicely upholstered, regular price \$12.50. Our price, \$8.50.

Beautifully finished Lounges covered with handsome Velour and leather; regular price \$20. Our price, \$22.

Others range between these prices.

It stands to reason that we would have made no such tremendous purchase unless we had bought a great bargain, and we propose to offer them to our customers correspondingly cheap.

Our stock of about TEN THOUSAND PIECES OF WALL PAPERS was the first shipment of new goods made by the NATIONAL WALL PAPER COMPANY, and embraces their newest designs for the present and spring season of 1929. Estimates FREELY GIVEN. OUR PRICES ARE REASONABLE, OUR PORCE OF DECORATORS IS LARGE, OUR DRAPERES, both in yard goods and PORTIERS, are the finest ever shown here, and our stock of LACE CURTAINS, in Nottingsham, Real Irish Point, Brussels Tamboured, Rennaisance and Arabian, cover a range of prices from \$2.50 to \$5.00 per pair.

We offer a stock that is well selected, of new designs, and embracing many

## SPECIAL BARCAINS GHINA AND GLASSWARE DEPARTMENTS. We have the largest, finest and cheapest stock in the State, OUR CUT GLASS STOCK is replete with new shapes and special cut-

## Umstadter-Myers Co., 230 and 232 Main Street and Rear of 222, 224, 226,

228, 230, 232, 234, 236, 238.

**Tust Received** NEW BUCKWHEAT, New Extra No. 1 Mackerel

--AND-Fresh Dearfoot Farm Sausage.

J. R. BRIGGS, Grocer, 115 COMMERCIAL PLACE.

BENJ. L. DOZIER.

Transient Stables.

Livery, Boarding and

61, 63, 65 Cove Street.

8. S. PHONE, 606.

Everything new and up-to-date.